

Verizon asks court to say its 3G ads are true

July 28 2009

(AP) -- Verizon Wireless asked a federal court Monday to rule that claims it makes in advertisements, including its position as "America's most reliable 3G network," are truthful and accurate.

Verizon Wireless is striking back at AT&T Inc., which challenged Verizon's [advertising](#) with the National Advertising Division of the Council for Better Business Bureaus on July 1. AT&T said Verizon's claims that it runs the best and most reliable third-generation wireless networks are false and unproven.

In filing with the U.S. District Court for the Southern District of New York, [Verizon Wireless](#) said AT&T's challenge with the NAD "invented a new formula for calculating 'reliability' and claims that by applying this newly concocted formula its 3G wireless network has superior 'reliability.'"

Verizon Wireless, a joint venture of New York-based Verizon Communications Inc. and Vodafone Group PLC of the U.K., said speed and reliability are two distinct matters.

Michael Coe, a spokesman for Dallas-based AT&T, called Verizon's claim that speed is not a relevant factor "preposterous."

"Data network speed is an essential factor to consumers when it comes to data transmission on their wireless devices," Coe said in a statement.

Verizon Wireless asked the court to declare its [advertising](#) claims are

truthful, accurate and substantiated, and to award it costs and attorney's fees from AT&T.

©2009 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Citation: Verizon asks court to say its 3G ads are true (2009, July 28) retrieved 3 May 2024 from <https://phys.org/news/2009-07-verizon-court-3g-ads-true.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--